

# LOCAL STRATEGY

## 2005 - 2007

INCLUDING REVIEW of STRATEGY 2000 - 2004

**Spring 2005**

**PREPARED BY THE  
CEREDIGION ECONOMIC REGENERATION  
PARTNERSHIP**

**Gwybodaeth Pellach / Further Information**  
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*Cyngor Sir* **CEREDIGION** *County Council*  
Corff Arweriniol Amcan 1 o fewn y Sir  
Lead Body for Objective 1 within the County



I am pleased to be able to introduce this substantial revision of the CEREDIGION LOCAL STRATEGY on behalf of the Ceredigion Economic Regeneration Partnership Management Board.

This Local Strategy 2005 – 2007 has evolved from the original strategy and action plan which guided the West Wales and Valleys Objective 1 Programme in the County. It now has been broadened and has taken on the wider remit of economic regeneration within the County and of delivering the economically successful theme within our community strategy – Ceredigion 2020.

I look forward to this important document guiding the development of the County's economy over the next few years.

**Cecilia Barton**

Chair

Ceredigion Economic Regeneration Partnership Management Board

## SECTION 1 - INTRODUCTION

### Purpose

This strategy and action plan will;

- Guide and coordinate the economic regeneration activities of all partners within the County during the period 2005 –2007;
- Inform Ceredigion 2020 on economic theme issues;
- Implement the economic elements within Ceredigion 2020;
- Provide a basis for managing local activity, including monitoring and evaluation, at individual project, Ceredigion and SW Wales sub-regional and Wales-wide levels within the West Wales and Valleys Objective 1 2000 – 2006 Programme, and, by recognising what has been already been achieved;
- Set out an agreed basis for post 2006 European Structural Funds support for regeneration within the County.

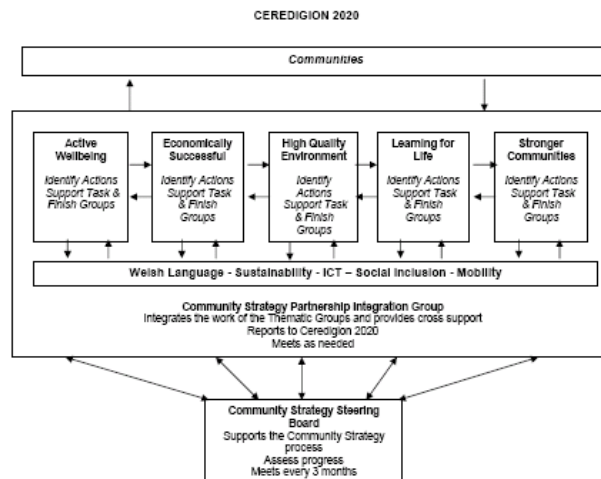
The 'Ceredigion 2020' Community Strategy led by Ceredigion County Council in partnership with businesses, communities, voluntary groups and other public sector organisations, identifies long-term targets and action to improve the county by promoting the economic, social and environmental well being of the community and contributing towards sustainability. The Partnership has agreed a vision:

***'Ceredigion in 2020 will be a self confident, healthy, caring, bilingual community, supported by a strong local economy using the skills of its people, making wise use of the resources of its high quality environment, providing opportunities for all to reach their full potential.'***

To support this vision five themes have been identified;

- Economically Successful;
- Stronger Communities;
- Active Well Being;
- Learning for Life, and;
- High Quality Environment.

Ceredigion Economic Regeneration Partnership has evolved from the Objective 1 Local Partnership Management Board to be one of five thematic partnerships and is charged with informing Ceredigion 2020 on economic issues and implementing the 'Economically Successful' theme. *Further information on the Partnership is included in Appendix \** This Local Strategy 2005 – 2007, produced by the Ceredigion Economic Regeneration Partnership, sets out the 'Economically Successful' theme.



Previous Local Strategies were based on the 'Ceredigion Local Action Plan' agreed by the Ceredigion Objective 1 Partnership Management Board in September 2000. The first Local Strategy was produced in December 2001.

The second Local Strategy agreed in 2003 was revised to reflect the impact of the Objective 1 Programme in the County up to that time and to refresh the Partnership's focus on priority actions needed to address the strategic objectives and help achieve the vision.

Like the previous documents this Economic Regeneration Strategy provides a strategic framework for the remaining delivery of the Objective 1 Programme in Ceredigion and is intended to guide applicants, other local partnerships, Thematic Advisory Groups and WEFO on the needs and priorities of Ceredigion.

The Strategy was developed following an extensive process of research and consultation. This process involved many groups and individuals in the public, private and voluntary/community sectors to reflect the requirements of the whole of the County and foster grass roots involvement. This continues as each member of the partnership acts as a channel to and from members of their sectoral organisations, bodies and authorities, disseminating the decisions, work and achievements of the Partnership widely and reflecting the views, intentions and aspirations of their sector or body within the work the Partnership.

The Economic Regeneration Partnership wish this 'Local Strategy 2005 –2007' to be the subject of active debate and consultation within the community and all interested organisations and individuals both in and outside the County. It will feed into and be a significant part of the 'Ceredigion 2020' process.

This document, like previous Strategies, has given detailed consideration to the content of the 'West Wales and Valleys Objective 1 Programme (2000 – 2006) Single Programming Document' (SPD), revised in September 2004, and the revised 'Programme Complement' (September 2004). These provide the framework for spending Objective 1 money. It also takes into account other strategies and, in particular; 'Winning Mid Wales; a framework for Strategic Action' (2005), produced by the Mid Wales Partnership.

There is a strong relationship between this Local Strategy and the Welsh Assembly Government's; 'Wales, A Better Country' (2003), and the context provided by the 'Wales Spatial Plan', published in November 2004. These provide the all Wales policy framework. The Local Strategy also makes a significant contribution to the local delivery of the targets in a number of all-Wales strategies for example; WAG's 'Wise About Waste' (2002).

Because of its particular remit this Strategy is required to address aspects of the following other thematic partnerships working within the Ceredigion 2020 'family'.

THEMATIC PARTNERSHIP	
High Quality Environment	<ul style="list-style-type: none"> <li>• Waste</li> <li>• Renewables</li> </ul>
Stronger Communities	<ul style="list-style-type: none"> <li>• Community economic regeneration</li> <li>• Capacity Building</li> </ul>
Learning for Life	<ul style="list-style-type: none"> <li>• ESF issues</li> <li>• Links with CCET</li> <li>• Work-force skills and training</li> </ul>

These documents provide the policy framework but the Strategy will continue to be revised and respond to changes in policy at national, regional and local levels.

## SECTION 2: The Challenges

This Local Strategy addresses the Ceredigion county area, which extends over seven hundred square miles stretching from the southern banks of the Dyfi, in the north, to the Teifi estuary in the south.

A statistical profile of Ceredigion can be found at Annex 4.

Ceredigion has experienced population growth over the recent decades and has reached 77,200 people. Despite this, it remains the fourth smallest population within the West Wales and the Valleys Objective 1 area and has the lowest population density.

The county is peripheral and remote from main communication axes in north Wales (A55 express-way) and in south and south-west Wales (M4 / A40 corridor).

Unemployment is low, but the 2003/4 Labour Force Survey shows the county at 6.7% unemployed expressed as a percentage of the workforce, compared with Wales 5.1%. The same survey shows percentage economically inactive exceeding the all Wales rate and within this figure those not wanting a job exceeds the Welsh rate while those wanting a job trailing the Welsh rate. Counts of Job Seekers are proportionately less than Welsh rates except for the over 50 cohort.

Within the workforce, the county has proportionately more professionals and managers and fewer in elementary occupations, sales and machine operators. This pattern is confirmed by the analysis of qualifications where qualifications above NVQ Level 3 exceed Wales and No Qualifications trail Wales proportions. There remain significant identified literacy and numeracy needs within the County (29% of 16 years – 60 years population with low numeracy skills, BSA)

Information on employment shows very low proportion of employment in the manufacturing sector with high proportions in services, tourism related businesses, public authorities, education and health. The majority of employment in the private sector is represented by small enterprise activity with the county having very few large employers.

Despite relatively high levels of economic activity, there is lack of productivity and wage rates remain low in Ceredigion.

### Deprivation and Social Exclusion

The Welsh Index of Multiple Derivation (IMD) provides a ward-by-ward analysis, which for the first time includes clear measures of peripherality, which provides a fairer reflection of deprivation in rural counties such as Ceredigion.

The IMD informed the selection of eligible areas for support under Priority 3 of the single Programming Document. Within Ceredigion the following 12 wards selected - Tregaron, Llangeitho, Lledrod, Penbryn, Llanarth, Llanfihangel Ystrad, Capel Dewi, New Quay, Llanybi, Troedraur, Llandyfriog, Llandysul Town. A map showing the extent of the Priority 3 Spatially Targeted wards is attached as Annex 5.

Two areas within the County have been designated under the Communities First programme; Tregaron Upland Settlements (Ponterwyd – Tregaron – Llanddewi Brefi) and Penparcau and West Aberystwyth. There is a mismatch between Priority 3 and Communities First areas.

### Summary

The nature of Ceredigion and a socio-economic baseline analysis of the area, which is included in more detail in 'A Vision Statement for Ceredigion', informed the development of key aims. To improve the prosperity gap and the economic and social conditions of the people of Ceredigion the Local Strategy focuses on quality, added value, business growth and higher productivity.

#### Strengths

- High quality environment
- High quality of life
- Strong social capital
- Diverse manufacturing sector
- Loyal and flexible workforce
- High educational attainment
- Strong tourism product

#### Weaknesses

- Poor ICT & Transport infrastructure
- Labour and skills shortages
- Low productivity and income
- Higher cost of service provision
- Declining sectors in economy
- Low population density
- Image and perception
- Lack of community capacity
- Peripherality

#### Opportunities

- Broadband rollout and ICT
- Expanding business sectors compatible with rural economy
- Focus on 'Strategic hubs' and significant centres
- Develop HE/FE & Innovation / Technology transfer –FCW, IGER, AberTechnium
- Max. potential to retain & attract skilled workforce/entrepreneurs
- Safeguard & enhance quality of environment to promote quality of life
- Targeted infrastructure development
- Unique defence opportunities to develop UAV sector
- Develop community capacity

#### Threats

- CAP reform and EU expansion
- Out migration of young & qualified
- Lack of affordable housing
- Further effects of globalisation
- Demographic imbalance
- Social exclusion & erosion of social capital
- Lack of investment in infrastructure

### SECTION 3: VISION

Ceredigion 2020, the community strategy, sets out the ‘umbrella’ vision for all thematic partnerships:

***‘Ceredigion in 2020 will be a self confident, healthy, caring, bilingual community, supported by a strong local economy using the skills of its people, making wise use of the resources of its high quality environment, providing opportunities for all to reach their full potential.’***

The key analysis for the Objective 1 Local Strategy was the ‘Vision Statement for Ceredigion’ (April 2000) developed for the Ceredigion Objective 1 Forum. This Vision Statement included broad action themes for development to address the prosperity gap in Ceredigion and ensure a higher quality of life for all residents by 2010.

These action themes remain fundamental to this Economic Regeneration Local Strategy and both support and underpin the Ceredigion 2020 vision.

That Statement built up a vision of Ceredigion in 2010 in social, economic and environmental terms with these action themes.

It addressed the main issues and problems here while taking account of global and national trends and provided a clear outline of how the County should look and perform after the end of the Objective 1 Programme (2000 –2006).

<b>1. VALUE ADDED ECONOMY</b>	<b>Ceredigion will be a high quality, high value added economy that will grasp opportunities</b> in the following sectors- information and knowledge based industries, energy, tourism, food, wood, textiles and clothing, culture and media and other sectors.
<b>2. INNOVATION</b>	Ceredigion will acknowledge and act upon the need to innovate and develop new solutions that will lead to increased economic activity and productivity.
<b>3. HIGH QUALITY ADDED VALUE</b>	The main market towns within Ceredigion will be transformed into vibrant market towns based upon <b>niche products and new identities that will draw on their existing strengths and traditions.</b>
<b>4. KNOWLEDGE TRANSFER</b>	Ceredigion needs to unleash the potential of the <b>knowledge-based industry</b> that is based within the County, through intensified collaboration with cultural and learning institutions in developing knowledge based industrial clusters.
<b>5. COMMUNITY REGENERATION</b>	People will live in <b>inclusive, enabling communities</b> where individuals will have <b>equal access</b> to wider range of resources, will be able to <b>participate fully</b> in social and economic opportunities and will be able to <b>realise their full potential</b> in the way that they live, work and retire.
<b>6. Equal Opportunities, Sustainability and ICT</b>	Ceredigion’s development will create and respect equal opportunities, the environmental sustainability of the County will be furthered as will its economic and social sustainability. Poverty and exclusion will be addressed. All actions will at least seek to incorporate ICT best practice and increase the awareness of the potentials offered by ICT.

## SECTION 4 –THE STRATEGY ADOPTED AND THE SUCCESSES ACHIEVED SO FAR

To address the prosperity gap, the Local Strategy focused on quality, added value, business growth and higher productivity, to ensure a higher quality of life for all residents. The **four** strategic objectives within the Local Strategy 2003 addressed the weaknesses and threats within the County and sought to achieve our vision and a real increase in GDP.

**Strategic Objective 1 – Developing Business Competitiveness**

**Strategic Objective 2 – Business Frameworks**

**Strategic Objective 3 – Community Regeneration and Rural Services**

**Strategic Objective 4 – Develop the Distinctiveness of Ceredigion**

**Strategic Objective 1 – Developing Business Competitiveness** aimed to ensure the development of coordinated business support to help achieve business growth in Ceredigion. It focussed on assisting local entrepreneurs expand and improve their competitiveness and to promote entrepreneurship.

To deliver this strategic objective four themes were supported:

### **Theme 1-Support and Assistance for Businesses**

- Increase sustainable growth of SMEs
- Improve SMEs competitiveness
- Assist SMEs adapt to changing circumstances

### **Theme 2 – Entrepreneurship**

- Increase birth rate of SMEs
- Improve quality of SME starts
- Foster a culture of entrepreneurship

### **Theme 3 – Innovation**

- Encourage a culture of innovation in SMEs
- Support take-up of innovation in SMEs
- Encourage SMEs performance improvement, survival and growth

### **Theme 4 – ICT and Converging Technologies/Media**

- To attract, establish and develop ICT based businesses
- To foster wider application of these skills and technologies in existing and new businesses
- To ensure workforce competency
- To increase the take-up of INTERNET technologies by micro enterprises and SMEs

### **ACTION AREAS**

Advice and Support  
Access to finance  
Premises & facilities  
Skills & training  
Business trading  
Attitudes & awareness

### **Key projects delivering this Strategic Objective include:**

Aberporth Technology Park, Phase 1  
Horeb; Food Processing Units, Food Centre  
Wales  
Aberystwyth Technium

<b>TABLE 1: STRATEGIC OBJECTIVE 1 – Developing Business Competitiveness</b>											
Project Name	Priority & Meas.	Theme 1 Targets (Support/Assist Businesses)			Theme 2 Targets (Entrepreneurship)			Theme 3 Targets (Innovation)	Theme 4 Targets (ICT, Converging Techs. /Media)		
		SME's receiving £ support/assistance (reported)	No. Of Gross New Jobs	No. Of Safeguarded jobs	No. Of new SME's created	No; new + existing SME's receiving support/assistance	Potential entrepreneurs given advice/information	Companies receiving advice support for R & D and innovation projects	SME's receiving support + assistance	People undergoing higher level skills training	Gross Safeguarded Jobs
Ceredigion Business Grants	1.1	17	47	64	-	-	-	-	-	-	-
Ceredigion Marketing Grants	1.1	23	-	98.5	-	-	-	-	-	-	-
Ceredigion Small Firms Start Up	1.1	-	67	-	50	50 (new only)	-	-	-	-	-
Ceredigion Business Grants 2	1.1	0	0	0	0	0	-	-	-	-	-
Developing Competitive SME's Sustainable Development Training and Advice	1.3	-	1	-	-	21	-	-	-	-	-
Businet (Sub regional)	1.3	-	95.5	249	-	313	-	-	-	-	-
Ceredigion Tourism Quality Initiative	1.3	-	2	1	-	22	-	-	-	-	-
Anticipation II	1.4	-	-	-	-	-	-	-	61	-	116
Research, Innovation, Creativity and Enterprise: RICE Project	2.3	-	9	-	-	-	-	66	-	-	50
Aberystwyth Technium	2.3	-	0	-	-	-	-	0	-	-	-
Telynau Teifi	3.4	1	2.55	-	-	-	-	-	-	-	-
Llangrannog Heritage Centre	5.4	-	0.50	0	-	0	-	-	-	-	-
Cwm Brefi Electrification Project	5.4	-	2	24	-	-	-	-	-	-	-
Waunifor Educational Holidays & Creativity Centre	5.4	-	1	1	-	-	-	-	-	-	-
Ysbryd y Mwynwyr – Spirit Of the Miners	5.4	-	0	0	-	-	-	-	-	-	-
Support for Local Economic Development in Ceredigion	5.6	-	4	-	-	5	-	-	-	-	-
Safety Equipment Upgrade	5.9	-	-	38	-	-	-	-	-	-	-
Fishing Vessel Refits For Safety, Comfort and Catch Quality	5.9	-	-	4	-	-	-	-	-	-	-
<b>TOTAL</b>		40	231.55	479.5	50	411		66	61		166

**Strategic Objective 2 – Business Frameworks** were identified as critical to achieving our vision for Ceredigion. Activities associated with this strategic objective sought to ensure that the development of the Ceredigion economy was not constrained by poor infrastructure provision. To deliver this strategic objective five themes were identified.

**Theme 1- Sites and Premises**

- ❑ To ensure that sites and premises are available to meet the existing, known, latent, and potential needs and demands of businesses and entrepreneurs

**Theme 2 – Transport**

- ❑ To improve the road, rail and air infrastructure to ensure efficient transportation to and within Ceredigion
- ❑ To encourage and promote sustainable transport initiatives that meet the needs of local people and visitors

**Theme 3 – Information Communication Technology**

- ❑ To extend broadband access to identified settlements and strategic locations
- ❑ To develop a broadband infrastructure across the region to deliver high quality learning materials to assist Life Long Learning and to enable the development of new technology industries within the county

**Theme 4 – ENERGY**

- ❑ Improve energy efficiency and conservation in Ceredigion
- ❑ Encourage the use and development of renewable energy sources in Ceredigion for the benefit of the environment, community and local economy
- ❑ Ensure availability of energy supply to communities and SMEs
- ❑ Encourage business creation and employment opportunities in the energy sector

**Theme 5 – Waste Minimisation & Recycling**

- ❑ Increase the efficient use and recycling of resources in Ceredigion
- ❑ Develop markets for re-used and recycled products
- ❑ Encourage business creation and employment opportunities in the materials conservation sector

**ACTION AREAS**

Advice and Support  
Access to finance  
Sites Access and Infrastructure  
Premises and facilities  
Energy Infrastructure  
Infrastructure and Network Development  
Sustainable Transport Initiatives  
Research & training

**Key Projects delivering this Strategic Objective include**

Aberporth Technology Park Phase 1  
Food Processing Units, Food Centre Wales

<b>TABLE 2: STRATEGIC OBJECTIVE 2 – Business Frameworks</b>														
Project Name	Priority & Meas.	Theme 1 Targets (Sites and Premises)			Theme 2 Targets (Transport)			Theme 3 - Targets (Information Communication Technology)		Theme 4 – Targets (Energy)		Theme 5 - Targets (Waste Minimisation)		
		Hectares of Land Developed	Gross New Jobs	Gross Jobs Safeguarded	Transport Route Built/Upgraded	Public Transport Links provided/improved	Exemplar models developed for clean energy	No. Of local initiatives supported	Increased number of businesses/co mmunities with access	SME's and Com. Orgs. Receiving support/assistance	Energy Supply Schemes complete	Rehabilitation of contaminated land/water	Recycle or compost or energy recovery schemes	Gross Jobs Created
Advance Business Units Parc Teifi	1.5	0	-	-	-	-	-	-	-	-	-	-	-	-
Food Incubator Units at Food Centre Wales	1.5	0	-	-	-	-	-	-	-	-	-	-	-	-
Ceredigion Woodfuel Heat Supply Company (Dulas Wood Energy)	2.5	-	-	-	-	-	0	-	-	-	-	-	-	-
Cwm Brefi Electrification Project	5.4	-	-	-	-	-	-	-	-	1	-	-	-	-
Aberporth Technology Park Phase I	6.3	6	-	-	-	-	-	-	-	-	-	-	-	-
Aberporth Technology Park Phase II	6.3	0	-	-	-	-	-	-	-	-	-	-	-	-
Dim Pen Y Daith	6.9	-	-	-	-	-	-	-	-	-	-	0	6	
<b>TOTAL</b>		<b>6</b>					<b>0</b>			<b>1</b>	<b>0</b>	<b>6</b>		

**Strategic Objective 3 – Supporting Community Regeneration and Rural Services** fostered the development of inclusive and enabling communities where individuals could have equal access to a wider range of resources and services and participate more fully in the social and economic opportunities of Ceredigion.

A number of actions are envisaged under this Strategic Objective accessed funding from Priority 3 – Community Economic Regeneration. This Priority is spatially targeted according to a formula set out in the SPD. Using the formula, Ceredigion identified the local target area for Priority 3 projects. This area is shown on the map (Appendix 5). Actions and projects within Priority 3 have been able to be progressed in this area only, except for projects approved under Priority 3 Measure 4 following the approval of the latest amendments to the SPD and Programme Complement. These removed spatial targeting from this measure.

Community projects and activities outside this area have access to funding for community regeneration and rural services activities from other Priorities.

To deliver this strategic objective three themes were identified.

**Theme 1- Capacity Building**

- To increase the capacity of communities in Ceredigion to ??
- To encourage joint working and provide advice and support to those who are particularly disadvantaged
- To combat social exclusion and to develop initiatives that supports and is aimed at disadvantaged groups.

**Theme 2- Widening Participation**

- To combat social exclusion and to develop initiatives that supports and is aimed at disadvantaged groups.
- To encourage joint working and provide advice and support to those who are particularly disadvantaged

**Theme 3 – Community Frameworks**

- To develop facilities which meet the needs of the local communities
- To develop initiatives that support communities to manage their own assets
- To encourage communities to share information, network and develop local supply chains

**ACTION AREAS**

**Advice and Support**  
**Attitude and Awareness**  
**Skills and Training**  
**Facilities and Premises**  
**Access to finance**

**Key Projects delivering this**

**Theme include:**

Community Regeneration Tool Kit  
Byd I Geredigion  
Widening Access for Learners  
Cadwynau Ceredigion  
Mentro Lluest  
Social Risk Fund  
Llandysul Community Development  
Future Communities

**TABLE 3: STRATEGIC OBJECTIVE 3 – Community Regeneration and Rural Services**

Project Name	Priority & Meas.	Theme 1 Targets (Capacity Building)			Theme 2 Targets (Widening Participation)			Theme 3 - Targets (Community Frameworks)				
		No. Of target group members	Capacity Building Projects	Community and Development Projects	New Facilities Developed	Existing Facilities Upgraded	No. of target group members receiving support	Assist Community Groups and Facilities	Support community services and community-owned sustainable assets	Support inter-agency partnerships/regeneration initiatives	Support Community-Led Projects	Gross Jobs Created in supported projects
Community Regeneration Toolkit	3.2	-	-	-	-	-	-	4	-	-	-	-
Llandysul Community Development Project	3.3	-	-	-	-	-	-	40	-	-	8	6
Future Communities	3.3	-	-	-	-	-	-	46	-	-	4	2.5
New Quay Regen. Project 1	3.3	-	-	-	-	-	-	1	1	1	1	1.5
Pantfedwen Pavilion A Catalyst For Change	3.3	-	-	-	-	-	-	1	0	0	0	0
Edward Richard Community Centre	3.3	-	-	-	-	-	-	0	-	-	0	0
Mentro Lluest	4.2	-	-	-	-	-	32	-	-	-	-	-
Cadwynau Ceredigion	4.2	-	-	-	-	-	53	-	-	-	-	-
Ceredigion Horticultural Project	4.2	-	-	-	-	-	0	-	-	-	-	-
Cadwynau Ceredigion Phase II	4.2	-	-	-	-	-	0	-	-	-	-	-
Recovery & Work Ceredigion Youth and Community Work	4.2	-	-	-	-	-	11	-	-	-	-	-
BIG (Byd i Ceredigion)	4.3	-	-	-	-	-	23	-	-	-	-	-
Mudiad Ysgolion Meithrin Integrated Training and Childcare Centre	4.4	1,000	-	-	2	6	-	-	-	-	-	-
Ceredigion Traditional and New Construction Skills (TANCS) Centre	4.4	-	-	-	0	0	-	-	-	-	-	-
Widening Access For Learners	4.4	35	-	-	1	1	-	-	-	-	-	-
TOTAL	4.5	-	-	-	-	-	30	-	-	-	-	-
		1,035			3	7	149	92	1	1	13	10

#### **Strategic Objective 4 – Develop the Distinctiveness of Ceredigion**

The high quality environment, traditional industries and culture were identified as having substantial economic potential. New and existing businesses were encouraged to move toward a more sustainable local economy in which the unique rural character of the county was clearly identifiable as a hallmark of quality excellence and difference.

The development of soft skills and attitudes in businesses and communities that were needed to ensure the high-quality environment can be not only retained but actively developed as a focus for marketing and branding and that reflects a similar high quality standard through into products and services.

Marketing based upon a clear sense of the added value of Ceredigion's distinctive environmental and cultural image would widen market opportunities for existing businesses.

To deliver this strategic objective, three themes will be supported:

##### **Theme 1- Branding & Marketing**

- To support the development of saleable products and services through the development and implementation of marketing strategies that feature a clear sense of the high value of Ceredigion's distinctive environmental and cultural image

##### **Theme 2 – Adding Value**

- Add value to existing internal strengths, resources and produce within specific sectors including agriculture, timber, knowledge and information based industries, tourism, manufacturing, cultural and media based sectors.

##### **Theme 3- Environment**

- Protect and enhance the natural, cultural and marine environment as an asset
- Improve the built environment in towns and villages and conserve rural heritage
- Explore and develop new economic opportunities linked to the environment
- Ensure the integrated and sustainable management of the environment and resources

#### **ACTION AREAS**

**Advice and support**

**Attitudes and awareness**

**Skills and training**

**Access to finance**

**Premises and facilities**

**Awareness and training**

#### **Key Projects delivering this Strategic Objective include:**

Llanerchaeron

Nant yr Arian

Shared Earth Trust

Constitution Hill Management Project

Cardigan Bay Coast Path

Producer Support Service (Food and Craft)

<b>TABLE 4: STRATEGIC OBJECTIVE 4 – Develop the Distinctiveness of Ceredigion</b>						
Project Name	Priority & Meas.	Theme 1 Targets (Branding & Marketing)	Theme 2 Targets (Adding Value)	Theme 3 - Targets (Environment)		
		No. Of SME's receiving support	SME's Supported	Gross New Jobs	Initiatives Supported	Facilities Improved
Ceredigion Marketing Grants	1.1	23				
Producer Support Service (food and Craft)	5.6	-	133	-	-	-
Theatr Mwldan Development Project	5.6	26	47	8	-	2
Cardigan Castle – Unlocking The Potential	5.6	0	0	0	-	0
Tregaron Townscape Heritage Scheme	5.6	0	0	1	-	0
Recreating Pride in Cardigan	5.6	0	0	0	-	0
Producer Support Service Phase 2 – Finding New Markets	5.6	0	0	0	-	0
Ceredigion Biodiversity Enhancement Scheme	5.7	-	-	2.36	-	0
Cardigan Bay Coast Path	5.8	-	-	1	1	-
Constitution Hill	5.8	-	-	6	0	-
Ystwyth Trail	5.8	-	-	0	0	-
Llanerchaeron Phase 4	5.8	-	-	9	0	-
Nant Yr Arian Sustainable Development Project	5.8	-	-	0	0	-
Teifi Estuary Tourism and Development Management Scheme	5.8	-	-	-	0	-
Cardigan Bay Fisherman's Association	5.9	2	-	1	-	-
Safety Equipment Upgrade	5.9	-	-	-	-	-
<b>TOTAL</b>		<b>51</b>	<b>180</b>	<b>28.36</b>	<b>1</b>	<b>2</b>

Further examination of the successes of the strategy analysed by priority and outputs achieved as well as a map showing the locations of projects can be found in Annex 3.

#### **How Projects were chosen**

The Partnership Management Board has met every month and sought to consider all applications carefully. The Board has had access to the fullest information about each application and tried to examine how each project would contribute to the delivery of the Local strategy, in particular the priorities and needs outlined, where there are issues of duplication and links with other existing and proposed projects (not just with other Objective 1 funded projects), its use of local opportunities, how it addresses cross-cutting themes and how the project has been developed. The Board has sought to reach its decision on whether to support a project on the basis of the *WEFO Guidance to Local Partnerships* and on being confident that the project is well developed and realistically deliverable. Full minutes of all meetings of the Partnership Management Board are widely circulated by members within sectors and are publicly available on the Ceredigion Partnership's website [www.euceredigion.com](http://www.euceredigion.com)

#### **Work of sub-groups**

From time to time, the Board has arranged ad hoc meetings to discuss its response to regional or external projects. These ad hoc meetings consider the projects in relation to how they address the Local Strategy and whether there are other similar activities already in the county which could be duplicated by these proposals or developed further by working with them. The Board meets on these occasions as an 'Assessment Panel' and makes no decisions. It drafts a response for the regular Board meeting to consider and decide upon.

The Board attaches great importance to the development of local projects and has established an 'officer group' to advise it and lead on the development of local projects in conjunction with the lead body. This group brings together specialist officers from all three sectors in advising on the development and fine-tuning of local and sub regional projects.

### **SECTION 5 - CROSS CUTTING THEMES**

The Board has been keen to see the cross-cutting themes integrated into all local projects and continues to strive to achieve this. The 'officers group' works to implement this and improve all projects in development. It seeks advice and input on these issues from individual officers and specialist organisations either directly or by referral.

These themes are:

- Equal Opportunities (including the Welsh Language);
- The Information Society;
- Environmental Sustainability.

#### **SUSTAINABILITY**

Ceredigion's environment is of outstanding quality. It requires protection and sensitive development if it is to be enjoyed by future generations and if its contribution to the local economy is to be maintained and further developed. All activities should be sustainable and, where possible, protect or enhance the natural environment, heritage and culture of the region, using these features to add value. Incentives to promote environmental management will, where appropriate, be built into assistance packages.

#### **EQUAL OPPORTUNITIES**

Many organisations throughout Ceredigion have established Equal Opportunities policies. These have been incorporated into the development of projects to promote equal access for all to the education, training and employment opportunities offered by the programme regardless of gender, disability or ethnic origin and with regard to the bilingual nature of the Ceredigion community. So as to increase access to education, training and employment opportunities for people who suffer exclusion, increase the number securing training and employment in higher paid and higher skilled sectors and self employment and to increase the number of employers and training organisations adopting equal opportunities policies and working practices to ensure work-life balance.

#### **ICT**

The Board has paid particular attention to the opportunity for projects to increase local awareness of the potential for Information and Communication Technologies (ICT), to deliver specific training, to improve business competitiveness and to address issues facing sparsely populated remote rural areas with these technologies. It has sought to involve ICT in all projects and has sourced specific advice for projects often within the organisations represented on the Board or from specific Objective 1 projects such as Opportunity Wales.

## Information and Communication Technology Scores

**Scoring Question:** How Does the Project Involve the Information Society and Information Communication Technologies when implementing the project?

Local Partnerships				
Partnership	No. Of Projects	High %	Medium %	Low %
Anglesey	28	25	65	10
Blaenau Gwent	41	24	56	20
Bridgend	28	29	60	11
Caerphilly	40	27	50	23
Carmarthenshire	45	20	65	15
Ceredigion	37	65	27	8
Conwy	26	19	65	16
Denbighshire	30	40	60	-
Gwynedd	50	44	56	-
Merthyr Tydfil	16	56	44	-
Neath Port Talbot	28	26	57	17
Pembrokeshire	60	35	42	23
Rhondda Cynon Taff	52	40	48	12
Swansea	46	20	54	26
Torfaen	18	66	27	7
<b>Totals</b>	<b>545</b>	<b>35.7%</b>	<b>51.8%</b>	<b>15%</b>

Source: PMC Paper 20<sup>th</sup> September 2004

## SECTION 6 CHALLENGES AND STRATEGIES REVISITED

### *What has been learnt*

- The County is sparsely populated and peripheral.
- The structural problems of Ceredigion are long-term, deep set and difficult to address.
- Many regional projects or projects that operate across Wales as a whole, with a number of important exceptions, find difficulty in delivering in the County.
- There is a lack of available capacity to undertake new ventures and initiatives within our community.
- Projects based in the community, using and developing local capacity have more success in the County.
- There are labour and skills shortages and identified significant literacy and numeracy needs.
- The key successes within the County have been attained where projects have been able to join up at delivery level and each contribute to achieving outputs. Examples of this success locally have been the areal approach of the Ceredigion and South Ceredigion Regeneration Plan and the joining up of business development projects and services.

### *Review of data*

A detailed profile of the County is included below as Annex 5. Although progress has been made, the County remains substantially disadvantaged relative to other more prosperous areas in Wales, UK and Europe.

Although *Eurostat* GDP figures are unavailable for the County, there has been a clear worsening in the GDP % of the average for EU25 for the statistical region which includes Ceredigion. This data is available at NUTS 3 level for South West Wales. This area includes Ceredigion with Carmarthenshire and Pembrokeshire.

GDP € per inhabitant as % of EU25 average	1999	2000	2001	2002
West Wales & the Valleys	83.2	86.4	83.7	84.9
South West Wales (Inc. Ceredigion)	75.8	79.4	81.2	73.9
<b>GDP Lag (%of EU25 average)</b>	<b>-7.4</b>	<b>-7.0</b>	<b>-2.5</b>	<b>-11.0</b>

Source: Eurostat

The review of the Strategy has identified a number of additional themes both to supplement activities. The opportunity has been taken to reorganise the objectives to give greater clarity to achieving our vision and add a further objective to provide both a spatial dimension and support the rural community.

The objectives are now:

- Strategic Objective 1 - **Ceredigion as an attractive community in which to invest and work.**
- Strategic Objective 2 - **Knowledge and innovation for growth.**
- Strategic Objective 3 - **Creating more and better jobs.**
- Strategic Objective 4 - **Focussing regeneration.**

## SECTION 7 – THE REVISED STRATEGY

### Strategic Objective 1

#### Ceredigion as an attractive community in which to invest and work

##### Theme 1-Support and Assistance for Businesses

- Increase sustainable growth of SMEs
- Improve SMEs competitiveness
- Assist SMEs adapt to changing circumstances

##### Theme 2 – Entrepreneurship

- Increase birth rate of SMEs
- Improve quality of SME start-ups
- Foster a culture of entrepreneurship

##### Theme 3- Sites and Premises

- To ensure that sites and premises are available to meet the existing, known, latent, and potential needs and demands of businesses and entrepreneurs

##### Theme 4 – Transport

- To improve the road, rail and air infrastructure to ensure efficient transportation to and within Ceredigion
- To encourage and promote sustainable transport initiatives that meet the needs of local people and visitors
- To increase the use of public transport

##### Theme 5 – Stronger Communities

- To develop facilities which meet the needs of the local communities
- To develop initiatives that support communities to manage their own assets
- To encourage communities to share information, network and develop local supply chains

##### Theme 6- Branding & Marketing

- To support the development of saleable products and services through the development and implementation of marketing strategies that feature a clear sense of the high value of Ceredigion's distinctive environmental and cultural image

##### Theme 7 - Adding Value

- Add value to existing internal strengths, resources and produce within specific sectors including agriculture, timber, knowledge and information based industries, tourism, manufacturing, cultural and media based sectors.

##### Theme 3- Environment

- Protect and enhance the natural, cultural and marine environment as an asset
- Improve the built environment in towns and villages and conserve rural heritage
- Explore and develop new economic opportunities linked to the environment
- Ensure the integrated and sustainable management of the environment and resources

### Strategic Objective 2

#### Knowledge and Innovation for Growth

##### Theme 1 – Innovation

- To encourage a culture of innovation in SMEs
- To support take-up of innovation in SMEs
- To encourage the development of an innovation support infrastructure to the highest standards of 'Innovation Pole', building on the existing HE / IGER, AberTechnium, ParcAberporth and Food Centre Wales base.
- To encourage SMEs performance improvement, survival and growth through innovation

##### Theme 2 – Information Communication Technology

- To extend basic broadband access to all settlements in the County
- To develop a higher band-width infrastructure and technologies to enable the development of new technology industries.

##### Theme 3 – Promote ICT and Converging Technologies/Media

- To attract, establish and develop ICT based businesses
- To foster wider application of these skills and technologies in existing and new businesses
- To ensure workforce competency
- To increase the take-up of eCommerce by micro enterprises and SMEs and encourage integration and advanced applications.

##### Theme 4 – Energy

- To improve energy efficiency and conservation in Ceredigion
- To encourage the use and development of renewable energy sources in Ceredigion.
- To ensure availability of energy supply to communities and SMEs
- To encourage business creation and employment opportunities in the energy sector

#### **Theme 5 – Waste Minimisation & Recycling**

- To increase the efficient-use and recycling of resources in Ceredigion
- To develop markets for re-used and recycled products
- To encourage business creation and employment opportunities in the materials conservation sector

### **Strategic Objective 3**

#### **Creating More and Better Jobs**

##### **Theme 1 - Supporting the Workforce**

- To increase the adaptability of workers and enterprises to meet the challenges of change and competitiveness
- To attract youth into local employment
- To develop education and skills training to meet the needs of local business and innovation drivers.

##### **Theme 2. - Capacity Building**

- To increase the capacity of communities in Ceredigion to shape their future and become economic actors.
- To encourage joint working and provide advice and support to help develop capacity.

##### **Theme 3 - Widening Participation in Community and Work**

- To combat social exclusion and to develop initiatives that support and are aimed at disadvantaged groups.
- To encourage joint working and provide advice and support to those who are particularly disadvantaged

### **Strategic Objective 4**

#### **Focussing Regeneration**

This economic regeneration strategy will support the well-being of the whole County. It identifies below a spatial dimension to ensure this is achieved and to recognise the specific roles of individual centres areas and facilities in achieving this. In a number of cases these elements are supported by regeneration plans and or action plans.

##### **Theme 1 – Recognising Areas of Need**

- Cardigan and South Ceredigion Regeneration Plan area
- Tregaron Upland Settlements Communities First area
- Penparcau and West Aberystwyth Communities First area
- Areas targeted by Priorities 3 and 5 of the Objective 1 West Wales and the Valleys Programme Complement.

##### **Theme 2 – Clusters and Themes**

- Strategic Sites at Capel Bangor and Parc Aberporth
- 'Innovation Pole' elements at Gogerddan (IGER), AberTechnium, European UAV Centre at ParcAberporth and Food Centre Wales at Horeb.
- Knowledge economy, building on NLW, CyMal, UWA and UWL
- Visitor and leisure led opportunities; Cardigan Bay Regeneration Area and the County's mining heritage

##### **Theme 3 – Supporting the County's Centres**

- Local Centres for basic services and businesses; Aberaeron, Lampeter, Llandysul, and Tregaron.
- Regional centres, services, a wide range of businesses, transport hubs and linkages to strategic sites and cluster and thematic roles: Aberystwyth and Cardigan.
- Aberystwyth – a main centre within Wales

##### **Theme 4 – Supporting the Rural Community**

- To support the rural community and its basic services which still represent a substantial component of our economy.
- To encourage innovation in the delivery of basic services and in meeting the needs of the rural community.
- To improve the quality of life in the rural community and encourage diversification of economic activity.

This Strategy will be reviewed regularly by the partnership in the light of the progress and changes in external circumstances. This will provide an opportunity for all interested parties to participate in the implementation and delivery of the economic regeneration within Ceredigion.

This review process will be co-ordinated by the Partnership Board and will take into account the development of other strategies and the evolving role of the Wales Spatial Plan

## **SECTION 8 – CONTACT**

For further information, including background documents referred to in this strategy, please contact the Partnership Lead Body (contact details inside front cover).

**Annex 1**  
Action Plan

**ON GOING KEY ACTIONS 2005**

<b>ACTION</b>	<b>Project</b>	<b>Partners</b>	<b>When</b>	<b>Outcomes</b>

**PROJECT OPPORTUNITIES PREVIOUSLY PRIORITISED**

- \* To ensure appropriate access roads, services, linkages and other infrastructures are available and accessible on existing and new sites and other business premises to meet the needs and demands of business.
- \* To aid access to an affordable, available and effective communications infrastructure, including higher quality broadband access to meet the needs of businesses.
- \* To encourage the provision of a range of opportunities for premises to meet the needs of SMEs.
- \* To develop key sites at Aberystwyth and Aberporth that will act as strategic growth nodes within the County
- \* Develop multi-media educational facilities to support diversified learning styles and needs and to overcome geographical and social barriers to education, training and development of life skills
- \* To support the installation of energy conservation and renewable energy systems
- \* Develop multi purpose community facilities in strategic sites within the county, which cover a wide spectrum of needs-social interaction, training, resources and micro business development.
- \* To support projects that demonstrate wider economic and social opportunities linked to the environment, including community-led and community managed regeneration schemes.
- \* To develop facilities and activities that encourage the enjoyment of and improve access to the countryside for sustainable tourism activities including cycling projects

**KEY ACTIONS 2005 – 2006**

<b>ACTION</b>	<b>Project</b>	<b>Partners</b>	<b>When</b>	<b>Outcomes</b>

**KEY ACTIONS 2006 – 2007**

<b>ACTION</b>	<b>Project</b>	<b>Partners</b>	<b>When</b>	<b>Outcomes</b>

## Annex 2 The Partnership

This Plan has been drawn up by a partnership management board constituted on the thirds principle with equal numbers of representatives from the voluntary/community, private and public sectors. The Board regularly reviews sector membership and its gender balance in accordance with WEFO guidance to partnerships. The management board currently comprises of the following members (who all have alternates).

<b>Community/Voluntary</b>	<b>Public</b>	<b>Social Partners</b>
Hazel Lloyd (County Voluntary Organisation)	Cllr Ray Quant (County Council)	Dee Reynolds (Tourism)
John Fitzpatrick (Local Partnership North)	Peter James (Welsh Development Agency)	Geraint Davies (Trade Union – TUC)
Bob Jacques (Environmental Group)	Geraint Evans (One Voice Wales)	Lewis Griffith (Agricultural and Fisheries)
Julian Beynon-Lewis (Local Partnership South)	Sarah Dykes (Higher Education)	Rod Pritchard (Chamber of Commerce)
Ellen ap Gwyn (Arts and Culture)	Sharon James (Further Education/TEC)	Sue Balsom (Business- Manufacturing)
Lynne Thomas (Enterprise Agency)	Phil Layton (Youth)	TBC (CBI/FSB)

The current gender balance is 8 females and 9 males.

The Ceredigion Partnership Management Board has agreed detailed Terms of Reference that can be found at Annex 6 and works within the Guidance provided to Local Partnerships by WEFO.

The partnership is supported by the Ewro Unit of Ceredigion County Council whom the partnership invited to be its Lead Body, and by WEFO. The work of the Ewro unit is guided by the PMB and receives Technical Assistance funding from the Objective 1 Programme.

### ANNEX 3 ACHIEVEMENTS AND MAP OF PROJECTS

TABLE SHOWING DETAILS OF PROJECT OUTPUTS IN TERMS OF **SMEs ASSISTED AND ADVISED & COMPANIES HELPED** ACROSS ALL LOCAL CEREDIGION PROJECTS (Feb 05 Quart. man. data)

\*(R&D/innovation advice)

	All 59 Local Projects (in chronological order since conception)	No. of SMEs assisted/ advised (predicted)	No. of SMEs assisted and advised (reported)	No; of Companies helped (predicted)	No; of Companies helped (reported)	£k increase in turnover of assisted supported SMEs (predicted)	£k increase in turnover of assisted supported SMEs (actual)
1	Ceredigion Business Grants	-	-	-	-	-	-
2	Businet SME Networking Project	250	313	-	-	-	-
3	Anticipation II (Trac Of Antur Teifi)	-	-	150	61	-	-
4	Research, Innovation and Enterprise: RICE Project	*100	*66	-	-	-	-
5	Llandysul Community Development Project	-	-	-	-	-	-
6	Theatr Mwldan Development Project	50	0	-	-	-	-
7	Producer Support Service (Food and Craft)	65	133	-	-	-	-
8	Cardigan Bay Coastal Footpath	-	-	-	-	-	-
9	Mentro Lluest Horticultural Skills Training Centre	-	-	-	-	-	-
10	Technical Assistance	-	-	-	-	-	-
11	Constitution Hill Management Project	-	-	-	-	-	-
12	Ceredigion Youth and Community Work	-	-	-	-	-	-
13	Cadwynau Ceredigion	-	-	-	-	-	-
14	Llangrannog Heritage Centre	30	0	-	-	-	-
15	Libraries ICT BIG project	-	-	-	-	-	-
16	Cwm Brefi Electrification	-	-	-	-	-	-
17	Developing Competitive SME's Sustainable Development Training & Advice	20	21	-	-	-	-
18	Future Communities	-	-	-	-	-	-
19	Widening Access for Learners	-	-	-	-	-	-
20	Community Regeneration ToolKit	-	-	-	-	-	-
21	Ceredigion Biodiversity Enhancement Scheme	-	-	-	-	-	-
22	Ystwyth Trail	-	-	-	-	-	-
23	New Quay Regeneration Project 1	-	-	-	-	-	-
24	Llanerchaeron Phase 4	-	-	-	-	-	-
25	Ceredigion Marketing Grant	-	-	-	-	750.00	0
26	Ceredigion Small Firms Start-Up Grants	-	-	-	-	3,456.00	0
27	Nant Yr Arian Sustainable Development Project	-	-	-	-	-	-
28	Development of Fishermen's Association	-	-	-	-	-	-
29	Mudiad Ysgolion Meithrin Integrated Training & Childcare Centre	-	-	-	-	-	-
30	Technical Assistance II	-	-	-	-	-	-
31	Support for Local Economic Development in Ceredigion (Pathfinder - Fast Track)	5	5	-	-	-	-
32	Advanced Business Units Parc Teifi	-	-	-	-	-	-
33	Aberporth Technology Park Phase I	-	-	-	-	-	-

34	Ceredigion Traditional and New Construction Centre (TANCS)	-	-	-	-	-	-
35	Ceredigion Tourism Quality Initiative (IQM)	856	22	-	-	1,350	0
36	Telynu Teifi	-	-	1	1	106.63	0
37	Waunifor Educational Holidays And Recreation Centre	-	-	-	-	-	-
38	Aberystwyth Technium	*57	*0	-	-	-	-
39	Dim Pen Y Daith	-	-	-	-	-	-
40	Pantfedwen Pavillion a Catalyst for Regeneration	-	-	-	-	-	-
41	Canolfan Cymunedol Edward Richard Community Centre	-	-	-	-	-	-
42	Safety Equipment Upgrade	-	-	-	-	-	-
43	Aberporth Technology Park Phase 1B	-	-	-	-	-	-
44	Integrated Learning in Tourism (Medrwn)	-	-	150	0	-	-
45	Fishing Vessel Refits for Safety, Comfort and Catch Quality	-	-	-	-	-	-
46	Tregaron Townscape Heritage Scheme	56	0	0	0	0	0
47	Cardigan Castle - Unlocking The Potential	17	0	-	-	-	-
48	Ceredigion Wood Fuel Heat Supply Company, Dulas Wood Energy	-	-	-	-	1,313.00	0
49	Recovery & Work (Cyswllt Ceredigion)	-	-	-	-	-	-
50	Mentro Lluest (Ceredigion Horticultural Project)	-	-	-	-	-	-
51	Recreating Pride in Cardigan	97	0	0	0	0	0
52	Cadwynau Ceredigion Phase II	-	-	-	-	-	-
53	Food Incubator Units At Food Centre Wales	-	-	-	-	-	-
54	Ceredigion Business Grants Phase II	-	-	-	-	-	-
55	Teifi Estuary Environmental Tourism & Development Management Scheme	-	-	-	-	-	-
56	Ysbryd y Mwynwyr - Spirit of the Miners	3	0	-	-	-	-
57	Food Producer Support II	97	0	-	-	-	-
58	ALARM	-	-	-	-	-	-
59	Sci- By Bus	-	-	-	-	-	-
	TOTALS	1,703	560	301	62	6,975.63	0

TABLE TO SHOW DETAILS OF **JOB OUTPUTS AND NUMBER OF SMEs RECEIVING FINANCIAL SUPPORT** ACROSS ALL PRIORITIES AND MEASURES FOR LOCAL PROJECTS (Feb 05 Quart. man. data)

\*New + existing businesses

	All 59 Local Projects (in chronological order since conception)	Gross New Jobs Created (Reported)	Gross New Jobs (Predicted)	Jobs Safeguarded (Reported)	Jobs Safeguarded (Predicted)	New SME's Receiving Financial Support (Reported)	New SME's Receiving Financial Support (Predicted)
1	Ceredigion Business Grants	47	45	64	80	17	20
2	Businet SME Networking Project	95.5	22.5	249	225	*313	*250
3	Anticipation II (Trac Of Antur Teifi)	-	-	116	62	-	-
4	Research, Innovation and Enterprise: RICE Project	9	4	50	50	-	-
5	Llandysul Community Development Project	6	6	-	-	-	-
6	Theatr Mwldan Development Project	8	20	0	13	-	-
7	Producer Support Service (Food and Craft)	55	48	69.5	102	-	-
8	Cardigan Bay Coastal Footpath	1	17	5	6	-	-
9	Mentro Lluest Horticultural Skills Training Centre	-	-	-	-	-	-
10	Technical Assistance	-	-	-	-	-	-
11	Constitution Hill Management Project	6	10	3	10	-	-
12	Ceredigion Youth and Community Work	-	-	-	-	-	-
13	Cadwynau Ceredigion	-	-	-	-	-	-
14	Llangrannog Heritage Centre	0	6	0	50	-	-
15	Libraries ICT BIG project	-	-	-	-	-	-
16	Cwm Brefi Electrification	2	5	-	-	-	-
17	Developing Competitive SME's Sustainable Development Training & Advice	1	1	-	-	*20	*21
18	Future Communities	2.5	4	-	-	-	-
19	Widening Access for Learners	-	-	-	-	-	-
20	Community Regeneration ToolKit	-	-	-	-	-	-
21	Ceredigion Biodiversity Enhancement Scheme	2.36	1.5	-	-	-	-
22	Ystwyth Trail	0	15	0	78	-	-
23	New Quay Regeneration Project 1	3.75	1.5	-	-	-	-
24	Llanerchaeron Phase 4	9	10	15	16	-	-
25	Ceredigion Marketing Grant	-	-	98.5	170	23	150
26	Ceredigion Small Firms Start-Up Grants	67	120	-	-	50	96
27	Nant Yr Arian Sustainable Development Project	0	80	0	108	-	-
28	Development of Fishermen's Association	1	1	39	20	-	-
29	Mudiad Ysgolion Meithrin Integrated Training & Childcare Centre	-	-	-	-	-	-
30	Technical Assistance II	-	-	-	-	-	-
31	Support for Local Economic Development in Ceredigion	4	4	-	-	-	-
32	Advanced Business Units Parc Teifi	-	-	-	-	-	-
33	Aberporth Technology Park Phase I	-	-	-	-	-	-
34	Ceredigion Traditional and New Construction Centre (TANCS)	-	-	-	-	-	-

35	Ceredigion Tourism Quality Initiative (IQM)	2	3	1	214	-	-
36	Telynau Teifi	2.55	8	-	-	-	-
37	Waunifor Educational Holidays And Recreation Centre	1	1	1	1	-	-
38	Aberystwyth Technium	0	34.5	-	-	-	-
39	Dim Pen Y Daith	6	13	-	-	-	-
40	Pantfedwen Pavillion a Catalyst for Regeneration	0	16	-	-	-	-
41	Canolfan Cymunedol Edward Richard Community Centre	0	0.35	-	-	-	-
42	Safety Equipment Upgrade	-	-	38	42	-	-
43	Aberporth Technology Park Phase 1B	-	-	-	-	-	-
44	Integrated Learning in Tourism (Medrwn)	0	1	0	50	-	-
45	Fishing Vessel Refits for Safety, Comfort and Catch Quality	4	36	-	-	-	-
46	Tregaron Townscape Heritage Scheme	1	1	0	37	-	-
47	Cardigan Castle - Unlocking The Potential	0	1	0	2	-	-
48	Ceredigion Wood Fuel Heat Supply Company, Dulas Wood Energy	-	-	-	-	-	-
49	Recovery & Work (Cyswllt Ceredigion)	-	-	-	-	-	-
50	Mentro Lluest (Horticultural Project)	-	-	-	-	-	-
51	Recreating Pride in Cardigan	0	1.5	0	65	-	-
52	Cadwynau Ceredigion Phase II	-	-	-	-	-	-
53	Food Incubator Units At Food Centre Wales	-	-	-	-	-	-
54	Ceredigion Business Grants Phase II	0	50	0	75	0	5
55	Teifi Estuary Environmental Tourism & Development Management Scheme						
56	Ysbryd y Mwynwyr - Spirit of the Miners	0	3	0	7	0	*3
57	Food Producer Support II	-	-	0	7.5	-	-
58	ALARM	0	0.5	-	-	-	-
59	Sci- By Bus	-	-	-	-	-	-
	TOTALS	336.66	593.55	749	1,490.5	423	545

TABLE SHOWING DETAILS OF PROJECT OUTPUTS IN TERMS OF **Hectares of Land and Square Metres of Floor Space; and Jobs Accommodated** ACROSS LOCAL CEREDIGION PROJECTS (Feb 05 Quart. man. data)

	All 59 Local Projects (in chronological order since conception)	Hectares of land (predicted)	Hectares of land (reported)	No. of Square Metres of Floor Space Made available/improved (predicted)	No. of Square Metres of Floor Space Made available/improved (reported)	No. of jobs accommodated (predicted)	No. of jobs accommodated (reported)
1	Ceredigion Business Grants	-	-	-	-	-	-
2	Businet SME Networking Project	-	-	-	-	-	-
3	Anticipation II (Trac Of Antur Teifi)	-	-	-	-	-	-
4	Research, Innovation and Enterprise: RICE Project	-	-	-	-	-	-
5	Llandysul Community Development Project	-	-	-	-	-	-
6	Theatr Mwldan Development Project	-	-	-	-	-	-
7	Producer Support Service (Food and Craft)	-	-	-	-	-	-
8	Cardigan Bay Coastal Footpath	-	-	-	-	-	-
9	Mentro Lluest Horticultural Skills Training Centre	-	-	-	-	-	-
10	Technical Assistance	-	-	-	-	-	-
11	Constitution Hill Management Project	-	-	-	-	-	-
12	Ceredigion Youth and Community Work	-	-	-	-	-	-
13	Cadwynau Ceredigion	-	-	-	-	-	-
14	Llangrannog Heritage Centre	-	-	-	-	-	-
15	Libraries ICT BIG project	-	-	-	-	-	-
16	Cwm Brefi Electrification	-	-	-	-	-	-
17	Developing Competitive SME's Sustainable Development Training & Advice	-	-	-	-	-	-
18	Future Communities	-	-	-	-	-	-
19	Widening Access for Learners	-	-	-	-	-	-
20	Community Regeneration ToolKit	-	-	-	-	-	-
21	Ceredigion Biodiversity Enhancement Scheme	-	-	-	-	-	-
22	Ystwyth Trail	-	-	-	-	-	-
23	New Quay Regeneration Project 1	-	-	-	-	-	-
24	Llanerchaeron Phase 4	-	-	-	-	-	-
25	Ceredigion Marketing Grant	-	-	-	-	-	-
26	Ceredigion Small Firms Start-Up Grants	-	-	-	-	-	-
27	Nant Yr Arian Sustainable Development Project	-	-	-	-	-	-
28	Development of Fishermen's Association	-	-	-	-	-	-
29	Mudiad Ysgolion Meithrin Integrated Training +Childcare Centre	-	-	-	-	-	-
30	Technical Assistance II	-	-	-	-	-	-
31	Support for Local Economic Development in Ceredigion	-	-	-	-	-	-
32	Advanced Business Units Parc Teifi	0.80	0	600	0	24	0
33	Aberporth Technology Park Phase I	6.0	0	2,150	0	137	0
34	Ceredigion Traditional and New Construction Centre (TANCS)	-	-	-	-	-	-

35	Ceredigion Tourism Quality Initiative (IQM)	-	-	-	-	-	-
36	Telynu Teifi	-	-	*350	*0	-	-
37	Waunifor Educational Holidays And Recreation Centre	-	-	-	-	-	-
38	Aberystwyth Technium	-	-	-	-	-	-
39	Dim Pen Y Daith	-	-	-	-	-	-
40	Pantfedwen Pavillion a Catalyst for Regeneration	-	-	-	-	-	-
41	Canolfan Cymunedol Edward Richard Community Centre	-	-	-	-	-	-
42	Safety Equipment Upgrade	-	-	-	-	-	-
43	Aberporth Technology Park Phase 1B	6	0	2,000	0	60	0
44	Integrated Learning in Tourism (Medrwn)	-	-	-	-	-	-
45	Fishing Vessel Refits for Safety, Comfort and Catch Quality	-	-	-	-	-	-
46	Tregaron Townscape Heritage Scheme	-	-	-	-	-	-
47	Cardigan Castle - Unlocking The Potential	-	-	-	-	-	-
48	Ceredigion Wood Fuel Heat Supply Company, Dulas Wood Energy	-	-	-	-	-	-
49	Recovery & Work (Cyswllt Ceredigion)	-	-	-	-	-	-
50	Mentro Lluest (Ceredigion Horticultural Project)	-	-	-	-	-	-
51	Recreating Pride in Cardigan	-	-	-	-	-	-
52	Cadwynau Ceredigion Phase II	-	-	-	-	-	-
53	Food Incubator Units At Food Centre Wales	0.40	0	600	0	12	0
54	Ceredigion Business Grants Phase II	-	-	-	-	-	-
55	Teifi Estuary Environmental Tourism & Development Management Scheme	-	-	-	-	-	-
56	Ysbryd y Mwynwyr - Spirit of the Miners	-	-	-	-	-	-
57	Food Producer Support II	-	-	-	-	-	-
58	ALARM	-	-	-	-	-	-
59	Sci- By Bus	-	-	-	-	-	-
	<b>TOTALS</b>	<b>13.20</b>	<b>0</b>	<b>5,700</b>	<b>0</b>	<b>233</b>	<b>0</b>

\*Square metres of premises developed for social enterprises

TABLE SHOWING DETAILS OF PROJECT OUTPUTS IN TERMS OF: **No. Of Projects Encouraging Tourism and Craft Industries and Visitor Management Initiatives Supported** ACROSS LOCAL CEREDIGION PROJECTS (Feb 05 Quart. man. data)

	All 59 Local Projects (in chronological order since conception)	No. of Projects Encouraging Tourism and Craft Industries (predicted)	No; of Projects Encouraging Tourism and Craft Industries (reported)	No. of Visitor Management Initiatives Supported (predicted)	No; of Visitor Management Initiatives Supported (reported)	Number of Local Facilities Improved (predicted)	Number of Local Facilities Improved (reported)
1	Ceredigion Business Grants	-	-	-	-	-	-
2	Businet SME Networking Project	-	-	-	-	-	-
3	Anticipation II (Trac Of Antur Teifi)	-	-	-	-	-	-
4	Research, Innovation and Enterprise: RICE Project	-	-	-	-	-	-
5	Llandysul Community Development Project	-	-	-	-	-	-
6	Theatr Mwldan Development Project	-	-	-	-	2	2
7	Producer Support Service (Food and Craft)	-	-	-	-	-	-
8	Cardigan Bay Coastal Footpath	-	-	1	1	0	0
9	Mentro Lluest Horticultural Skills Training Centre	-	-	-	-	-	-
10	Technical Assistance	-	-	-	-	-	-
11	Constitution Hill Management Project	-	-	1	0	-	-
12	Ceredigion Youth and Community Work	-	-	-	-	-	-
13	Cadwynau Ceredigion	-	-	-	-	-	-
14	Llangrannog Heritage Centre	1	0	-	-	-	-
15	Libraries ICT BIG project	-	-	-	-	-	-
16	Cwm Brefi Electrification	1	0	-	-	-	-
17	Developing Competitive SME's Sustainable Development Training & Advice	-	-	-	-	-	-
18	Future Communities	-	-	-	-	-	-
19	Widening Access for Learners	-	-	-	-	-	-
20	Community Regeneration ToolKit	-	-	-	-	-	-
21	Ceredigion Biodiversity Enhancement Scheme	-	-	-	-	-	-
22	Ystwyth Trail	-	-	1	0	-	-
23	New Quay Regeneration Project 1	-	-	-	-	-	-
24	Llanerchaeron Phase 4	-	-	1	1	-	-
25	Ceredigion Marketing Grant	-	-	-	-	-	-
26	Ceredigion Small Firms Start-Up Grants	-	-	-	-	-	-
27	Nant Yr Arian Sustainable Development Project	-	-	4	0	-	-
28	Development of Fishermen's Association	-	-	-	-	-	-
29	Mudiad Ysgolion Meithrin Integrated Training +Childcare Centre	-	-	-	-	-	-
30	Technical Assistance II	-	-	-	-	-	-
31	Support for Local Economic Development in Ceredigion	-	-	-	-	-	-

32	Advanced Business Units Parc Teifi	-	-	-	-	-	-
33	Aberporth Technology Park Phase I	-	-	-	-	-	-
34	Ceredigion Traditional and New Construction Centre (TANCS)	-	-	-	-	-	-
35	Ceredigion Tourism Quality Initiative (IQM)	-	-	-	-	-	-
36	Telynau Teifi	-	-	-	-	-	-
37	Waunifor Educational Holidays And Recreation Centre	1	0	-	-	-	-
38	Aberystwyth Technium	-	-	-	-	-	-
39	Dim Pen Y Daith	-	-	-	-	-	-
40	Pantymfedwen Pavillion a Catalyst for Regeneration	-	-	-	-	-	-
41	Canolfan Cymunedol Edward Richard Community Centre	-	-	-	-	-	-
42	Safety Equipment Upgrade	-	-	-	-	-	-
43	Aberporth Technology Park Phase 1B	-	-	-	-	-	-
44	Integrated Learning in Tourism (Medrwn)	-	-	-	-	-	-
45	Fishing Vessel Refits for Safety, Comfort and Catch Quality	-	-	-	-	-	-
46	Tregaron Townscape Heritage Scheme	-	-	-	-	4	0
47	Cardigan Castle - Unlocking The Potential	-	-	-	-	1	0
48	Ceredigion Wood Fuel Heat Supply Company, Dulas Wood Energy	-	-	-	-	-	-
49	Recovery & Work (Cyswllt Ceredigion)	-	-	-	-	-	-
50	Mentro Lluest (Ceredigion Horticultural Project)	-	-	-	-	-	-
51	Recreating Pride in Cardigan	-	-	-	-	5	0
52	Cadwynau Ceredigion Phase II	-	-	-	-	-	-
53	Food Incubator Units At Food Centre Wales	-	-	-	-	-	-
54	Ceredigion Business Grants Phase II	-	-	-	-	-	-
55	Teifi Estuary Environmental Tourism & Development Management Scheme	-	-	3	0	-	-
56	Ysbryd y Mwynwyr - Spirit of the Miners	5	0	-	-	-	-
57	Food Producer Support II	-	-	-	-	-	-
58	ALARM	-	-	-	-	-	-
59	Sci- By Bus	-	-	-	-	-	-
	<b>TOTALS</b>	<b>8</b>	<b>0</b>	<b>11</b>	<b>2</b>	<b>12</b>	<b>2</b>

\*Re-use, recycling, composting or energy recovery initiatives

TABLE SHOWING DETAILS OF PROJECT OUTPUTS IN TERMS OF **ECOLOGICAL VARIABLES (contaminated land developed, Environmental Management Systems Adopted, Sustainable Management and recycling)** ACROSS LOCAL CEREDIGION PROJECTS (Feb 05 Quart. man. data)

	All 59 Local Projects (in chronological order since conception)	No. of new SMEs adopting Environmental Management Systems (predicted)	No. of new SMEs adopting Environmental Management Systems (reported)	No. of hectare of derelict/ contaminated land improved (predicted)	No. of hectare of derelict/ contaminated land improved (reported)	No. of land managers adopting energy efficiency and conservation measures (predicted)	No. of land managers adopting energy efficiency and conservation measures (reported)	No; of hectares brought under sustainable management	No; of hectares brought under sustainable management
1	Ceredigion Business Grants	-	-	-	-	-	-	-	-
2	Businet SME Networking Project	-	-	-	-	-	-	-	-
3	Anticipation II (Trac Of Antur Teifi)	-	-	-	-	-	-	-	-
4	Research, Innovation and Enterprise: RICE Project	-	-	-	-	-	-	-	-
5	Llandysul Community Development Project	-	-	-	-	-	-	-	-
6	Theatr Mwldan Development Project	-	-	-	-	-	-	-	-
7	Producer Support Service (Food and Craft)	-	-	-	-	-	-	-	-
8	Cardigan Bay Coastal Footpath	-	-	-	-	-	-	-	-
9	Mentro Lluest Horticultural Skills Training Centre	-	-	-	-	-	-	-	-
10	Technical Assistance	-	-	-	-	-	-	-	-
11	Constitution Hill Management Project	-	-	-	-	-	-	-	-
12	Ceredigion Youth and Community Work	-	-	-	-	-	-	-	-
13	Cadwynau Ceredigion	-	-	-	-	-	-	-	-
14	Llangrannog Heritage Centre	-	-	-	-	-	-	-	-
15	Libraries ICT BIG project	-	-	-	-	-	-	-	-
16	Cwm Brefi Electrification	-	-	-	-	-	-	-	-
17	Developing Competitive SME's Sustainable Development Training & Advice	20	11	-	-	-	-	-	-
18	Future Communities	-	-	-	-	-	-	-	-
19	Widening Access for Learners	-	-	-	-	-	-	-	-
20	Community Regeneration ToolKit	-	-	-	-	-	-	-	-
21	Ceredigion Biodiversity Enhancement Scheme	-	-	-	-	150	92	400	791
22	Ystwyth Trail	-	-	-	-	-	-	-	-
23	New Quay Regeneration Project 1	-	-	-	-	-	-	-	-
24	Llanerchaeron Phase 4	-	-	-	-	-	-	-	-
25	Ceredigion Marketing Grant	-	-	-	-	-	-	-	-
26	Ceredigion Small Firms Start-Up Grants	-	-	-	-	-	-	-	-
27	Nant Yr Arian Sustainable Development Project	-	-	-	-	-	-	-	-
28	Development of Fishermen's Association	-	-	-	-	-	-	-	-
29	Mudiad Ysgolion Meithrin Integrated Training +Childcare Centre	-	-	-	-	-	-	-	-

30	Technical Assistance II	-	-	-	-	-	-	-	-
31	Support for Local Economic Development in Ceredigion	-	-	-	-	-	-	-	-
32	Advanced Business Units Parc Teifi	-	-	-	-	-	-	-	-
33	Aberporth Technology Park Phase I	-	-	-	-	-	-	-	-
34	Ceredigion Traditional and New Construction Centre (TANCS)	-	-	-	-	-	-	-	-
35	Ceredigion Tourism Quality Initiative (IQM)	30	0	-	-	-	-	-	-
36	Telynu Teifi	-	-	-	-	-	-	-	-
37	Waunifor Educational Holidays And Recreation Centre	-	-	-	-	-	-	-	-
38	Aberystwyth Technium	-	-	-	-	-	-	-	-
39	Dim Pen Y Daith	*1	*0	0.20	0	-	-	-	-
40	Pantfedwen Pavillion a Catalyst for Regeneration	-	-	0.50	0	-	-	-	-
41	Canolfan Cymunedol Edward Richard Community Centre	-	-	0.06	0	-	-	-	-
42	Safety Equipment Upgrade	-	-	-	-	-	-	-	-
43	Aberporth Technology Park Phase 1B	-	-	-	-	-	-	-	-
44	Integrated Learning in Tourism (Medrwn)	-	-	-	-	-	-	-	-
45	Fishing Vessel Refits for Safety, Comfort and Catch Quality	-	-	-	-	-	-	-	-
46	Tregaron Townscape Heritage Scheme	-	-	-	-	-	-	-	-
47	Cardigan Castle - Unlocking The Potential	-	-	-	-	-	-	-	-
48	Ceredigion Wood Fuel Heat Supply Company, Dulas Wood Energy	-	-	-	-	-	-	-	-
49	Recovery & Work (Cyswllt Ceredigion)	-	-	-	-	-	-	-	-
50	Mentro Lluest (Ceredigion Horticultural Project)	-	-	-	-	-	-	-	-
51	Recreating Pride in Cardigan	-	-	-	-	-	-	-	-
52	Cadwynau Ceredigion Phase II	-	-	-	-	-	-	-	-
53	Food Incubator Units At Food Centre Wales	-	-	-	-	-	-	-	-
54	Ceredigion Business Grants Phase II	-	-	-	-	-	-	-	-
55	Teifi Estuary Environmental Tourism & Development Management Scheme	-	-	-	-	-	-	-	-
56	Ysbryd y Mwynwyr - Spirit of the Miners	-	-	-	-	-	-	-	-
57	Food Producer Support II	-	-	-	-	-	-	-	-
58	ALARM	-	-	-	-	-	-	-	-
59	Sci- By Bus	-	-	-	-	-	-	-	-
	<b>TOTALS</b>	<b>51</b>	<b>11</b>	<b>0.76</b>	<b>0</b>	<b>150</b>	<b>92</b>	<b>400</b>	<b>791</b>

\*Re-use, recycling, composting or energy recovery initiatives

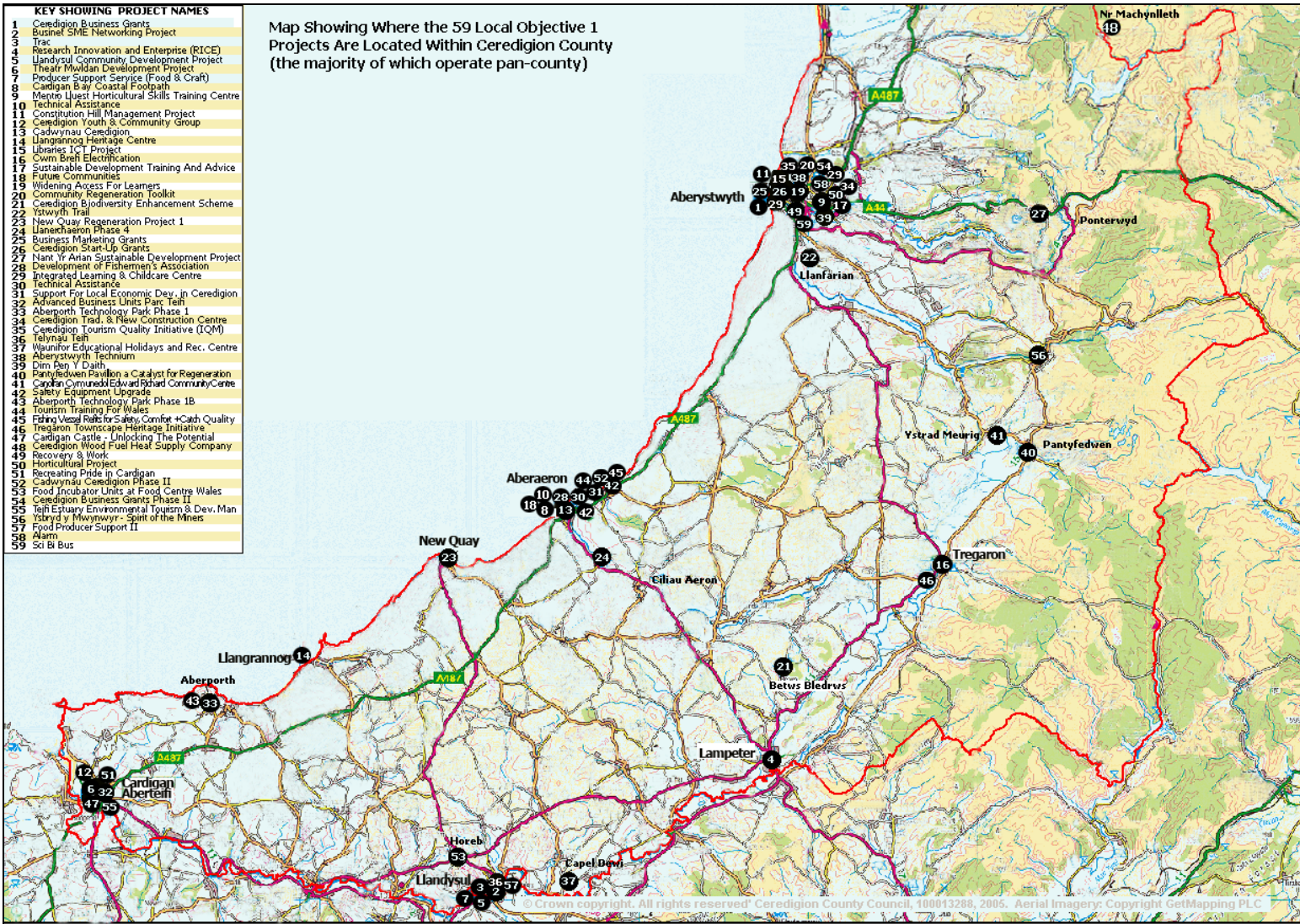
TABLE SHOWING DETAILS OF PROJECT **BENEFICIARIES** (NUMBERS, QUALIFICATIONS AND COURSES COMPLETED) ACROSS ALL LOCAL CEREDIGION PROJECTS (Feb 05 Quart. man. data)

	All 59 Local Projects (in chronological order since conception)	No. of Beneficiaries (predicted)	No. of beneficiaries (reported)	No; of beneficiaries gaining qualification (predicted)	No; of beneficiaries gaining qualification (reported)	No; of beneficiaries completing their course (predicted)	No; of beneficiaries completing their course (reported)
1	Ceredigion Business Grants	-	-	-	-	-	-
2	Businet SME Networking Project	-	-	-	-	-	-
3	Anticipation II (Trac Of Antur Teifi)	200	203	9	9	98	179
4	Research, Innovation and Enterprise: RICE Project	-	-	-	-	-	-
5	Llandysul Community Development Project	-	-	-	-	-	-
6	Theatr Mwdan Development Project	-	-	-	-	-	-
7	Producer Support Service (Food and Craft)	-	-	-	-	-	-
8	Cardigan Bay Coastal Footpath	-	-	-	-	-	-
9	Mentro Lluest Horticultural Skills Training Centre	30	0	4	0	18	0
10	Technical Assistance	-	-	-	-	-	-
11	Constitution Hill Management Project	-	-	-	-	-	-
12	Ceredigion Youth and Community Work	42	23	40	18	40	18
13	Cadwynau Ceredigion	53	53	24	23	26	21
14	Llangrannog Heritage Centre	-	-	-	-	-	-
15	Libraries ICT BIG project	-	-	-	-	-	-
16	Cwm Brefi Electrification	-	-	-	-	-	-
17	Developing Competitive SME's Sustainable Development Training & Advice	-	-	-	-	-	-
18	Future Communities	-	-	-	-	-	-
19	Widening Access for Learners	30	100	-	-	-	-
20	Community Regeneration ToolKit	-	-	-	-	-	-
21	Ceredigion Biodiversity Enhancement Scheme	-	-	-	-	-	-
22	Ystwyth Trail	-	-	-	-	-	-
23	New Quay Regeneration Project 1	-	-	-	-	-	-
24	Llanerchaeron Phase 4	-	-	-	-	-	-
25	Ceredigion Marketing Grant	-	-	-	-	-	-
26	Ceredigion Small Firms Start-Up Grants	-	-	-	-	-	-
27	Nant Yr Arian Sustainable Development Project	-	-	-	-	-	-
28	Development of Fishermen's Association	-	-	-	-	-	-
29	Mudiad Ysgolion Meithrin Integrated Training & Childcare Centre	-	-	-	-	-	-
30	Technical Assistance II	-	-	-	-	-	-
31	Support for Local Economic Development in Ceredigion (Pathfinder - Fast Track)	-	-	-	-	-	-
32	Advanced Business Units Parc Teifi	-	-	-	-	-	-
33	Aberporth Technology Park Phase I	-	-	-	-	-	-
34	Ceredigion Traditional and New Construction Centre (TANCS)	-	-	-	-	-	-

35	Ceredigion Tourism Quality Initiative (IQM)	-	-	-	-	-	-
36	Telynu Teifi	-	-	-	-	-	-
37	Waunifor Educational Holidays And Recreation Centre	-	-	-	-	-	-
38	Aberystwyth Technium	-	-	-	-	-	-
39	Dim Pen Y Daith	-	-	-	-	-	-
40	Pantfedwen Pavillion a Catalyst for Regeneration	-	-	-	-	-	-
41	Canolfan Cymunedol Edward Richard Community Centre	-	-	-	-	-	-
42	Safety Equipment Upgrade	-	-	-	-	-	-
43	Aberporth Technology Park Phase 1B	-	-	-	-	-	-
44	Integrated Learning in Tourism (Medrwn)	150	0	75	0	135	0
45	Fishing Vessel Refits for Safety, Comfort and Catch Quality	-	-	-	-	-	-
46	Tregaron Townscape Heritage Scheme	-	-	-	-	-	-
47	Cardigan Castle - Unlocking The Potential	-	-	-	-	-	-
48	Ceredigion Wood Fuel Heat Supply Company, Dulas Wood Energy	-	-	-	-	-	-
49	Recovery & Work (Cyswllt Ceredigion)	80	11	25	0	47	1
50	Mentro Lluest (Ceredigion Horticultural Project)	18	32	12	10	-	-
51	Recreating Pride in Cardigan	-	-	-	-	-	-
52	Cadwynau Ceredigion Phase II	46	0	10	0	18	0
53	Food Incubator Units At Food Centre Wales	-	-	-	-	-	-
54	Ceredigion Business Grants Phase II	-	-	-	-	-	-
55	Teifi Estuary Environmental Tourism & Development Management Scheme	-	-	-	-	-	-
56	Ysbryd y Mwynwyr - Spirit of the Miners	-	-	-	-	-	-
57	(Producer Support Service Phase 2 – Finding New Markets) Food Producer Support II	-	-	-	-	-	-
58	ALARM	240	0	120	0	240	0
59	Sci- By Bus	-	-	-	-	-	-
	<b>TOTALS</b>	<b>889</b>	<b>422</b>	<b>319</b>	<b>60</b>	<b>622</b>	<b>219</b>

KEY SHOWING PROJECT NAMES	
1	Ceredigion Business Grants
2	Busnesf SME Networking Project
3	Trac
4	Research Innovation and Enterprise (RICE)
5	Llandysul Community Development Project
6	Theatr Mwdlan Development Project
7	Producer Support Service (Food & Craft)
8	Cardigan Bay Coastal Footpath
9	Mentro Lloest Horticultural Skills Training Centre
10	Technical Assistance
11	Constitution Hill Management Project
12	Ceredigion Youth & Community Group
13	Cadwynau Ceredigion
14	Llangrannog Heritage Centre
15	Ubranes ICT Project
16	Cwm Breth Electrification
17	Sustainable Development Training And Advice
18	Future Communities
19	Widening Access For Learners
20	Community Regeneration Toolkit
21	Ceredigion Biodiversity Enhancement Scheme
22	Ystwyth Trail
23	New Quay Regeneration Project 1
24	Llanerchaeron Phase 4
25	Business Marketing Grants
26	Ceredigion Start-Up Grants
27	Nant Yr Anan Sustainable Development Project
28	Development of Fishermen's Association
29	Integrated Learning & Childcare Centre
30	Technical Assistance
31	Support For Local Economic Dev. in Ceredigion
32	Advanced Business Units Parc Teih
33	Aberporth Technology Park Phase 1
34	Ceredigion Trail & New Construction Centre
35	Ceredigion Tourism Quality Initiative (IQM)
36	Telynuau Teih
37	Waunder Educational Holidays and Rec. Centre
38	Aberystwyth Technium
39	Dim Pen Y Dath
40	Pantylfedwen Pavilion a Catalyst for Regeneration
41	Cardfan Cymunedd Edward Richard Community Centre
42	Safety Equipment Upgrade
43	Aberporth Technology Park Phase 1B
44	Tourism Training For Wales
45	Fishing Vessel Refit for Safety, Comfort & Cash Quality
46	Tregaron Townscape Heritage Initiative
47	Cardigan Castle - Unlocking The Potential
48	Ceredigion Wood Fuel Heat Supply Company
49	Recovery & Work
50	Horticultural Project
51	Recreating Pride in Cardigan
52	Cadwynau Ceredigion Phase II
53	Food Incubator Units at Food Centre Wales
54	Ceredigion Business Grants Phase II
55	Teih Estuary Environmental Tourism & Dev. Man
56	Ystryd y Mwynwyr - Spirit of the Miners
57	Food Producer Support II
58	Alarm
59	Sci Bi Bus

Map Showing Where the 59 Local Objective 1 Projects Are Located Within Ceredigion County (the majority of which operate pan-county)



ANNEX 4

**Ceredigion Profile**

**Headline Targets**

Common Data by local partnership area		
Population	Annual figures	Quarterly figures
Total Male - Pre Programme	(1999 - NOMIS) 36,300	(1999 - NOMIS) 36,300
Total Male - Post 2001 Census	(2002 - NOMIS) 37,200	(2002 - NOMIS) 37,200
Total Female - Pre Programme	(1999 - NOMIS) 37,700	(1999 - NOMIS) 37,700
Total Female - Post 2001 Census	(2002 - NOMIS) 39,300	(2002 - NOMIS) 39,300
Quarter 4 1999 % Employed male <sup>†</sup>	66.7% (Dec 1998-Nov 1999)	(Sep-Nov 1999) 62.5%
% Employed female <sup>†</sup>	62.3% (Dec 1998-Nov 1999)	(Sep-Nov 1999) 55.7%
% Unemployed male <sup>†</sup>	#	#
% Unemployed female <sup>†</sup>	#	#
% Inactive male <sup>†</sup>	28.4% (Dec 1998-Nov 1999)	#
% Inactive female <sup>†</sup>	34.1% (Dec 1998-Nov 1999)	#
Quarter 4 2004 % Employed male <sup>†</sup>	79.8% (Dec 2003-Nov 2004)	(Sep-Nov 2003) 77.4%
% Employed female <sup>†</sup>	71.6% (Dec 2003-Nov 2004)	(Sep-Nov 2003) 74.5%
% Unemployed male <sup>†</sup>	#	#
% Unemployed female <sup>†</sup>	#	#
% Inactive male <sup>†</sup>	20.3% for both genders # (Figure breakdown by gender suppressed as statistically unreliable)	#
% Inactive female <sup>†</sup>	20.3% for both genders # (Figure breakdown by gender suppressed as statistically unreliable)	#
Jobs created to date by the programme	279 (local projects - reported) 1183 (regional projects - reported)	
Jobs safeguarded	528 (local projects - reported) 1868 (regional projects - reported)	

# = Figures suppressed as statistically unreliable. Less than 6,000 people in sample is considered unreliable for statistical purposes. Labour force survey - quarterly: four quarter averages

<sup>†</sup>These are historical data and are inconsistent with all other published LFS data and remain 1991 Census based. Rapid population change post 1991 adds to the difficulty in using this data.

**Resident population**

**Total population**

	Ceredigion (numbers)	Wales (numbers)	GB (numbers)
All people	77,200	2,938,000	57,851,100
Males	37,800	1,425,600	28,275,200
Females	39,400	1,512,400	29,575,900

Crown Copyright Source: midyear population estimates (2003)

The estimated population includes all those usually resident in the area, whatever their nationality. HM Forces stationed outside the United Kingdom are excluded but foreign forces stationed here are included. Students are taken to be resident at their term-time address.

## Population Tables From 1999 – Post 2001

### Males in Ceredigion

The figures show the total resident population.

Year	Ceredigion	Wales	GB
1999	36,300	1,407,500	27,760,000
2000	36,600	1,408,100	27,870,000
2001	36,800	1,408,700	28,008,000
2002	37,200	1,413,900	28,134,200
2003	37,800	1,425,600	28,275,200

Source: midyear population estimates. <http://www.nomisweb.co.uk>

### Females in Ceredigion

The figures show the total resident population.

The figures show the total resident population.

Year	Ceredigion	Wales	GB
1999	37,700	1,493,100	29,245,400
2000	38,400	1,498,800	29,333,100
2001	38,600	1,501,600	29,416,200
2002	39,300	1,509,400	29,490,800
2003	39,400	1,512,400	29,575,900

Source: midyear population estimates. <http://www.nomisweb.co.uk>

### Working age population

Percentages are based on total population.

	Ceredigion (numbers)	Ceredigion (%)	Wales (%)	GB (%)
All people - working age	47,900	62.0	59.6	61.4
Males - working age	24,800	65.6	62.8	64.6
Females - working age	23,100	58.5	56.5	58.3

Crown Copyright Source: midyear population estimates (2003)

**Working age** includes males aged 16 to 64 and females aged 16 to 59.

## Labour supply

### Economically active

Percentages are based on working age population, except unemployed which is based on economically active.

	Ceredigion (numbers)	Ceredigion (%)	Wales (%)	GB (%)
<b>All people</b>				
Economically active	35,000	72.9	74.2	78.2
In employment	33,000	68.0	70.5	74.3
Employees	24,000	49.7	61.6	64.8
Self employed	8,000	17.7	8.4	9.0
Unemployed	2,000	6.7	5.1	5.0
<b>Males</b>				
Economically active	18,000	74.1	78.6	83.4
In employment	17,000	67.7	74.0	78.9
Employees	11,000	42.6	61.4	65.5
Self employed	6,000	24.3	12.0	13.0
Unemployed	2,000	8.6	5.9	5.4
<b>Females</b>				
Economically active	17,000	71.6	69.6	72.8
In employment	16,000	68.3	66.7	69.5
Employees	13,000	57.3	61.7	64.2
Self employed	2,000	10.5	4.5	4.8
Unemployed	1,000	4.6	4.2	4.5

Crown Copyright Source: local area labour force survey (Mar 2003-Feb 2004)

Figures for the economically active and inactive tables are taken from the annual Local Area Labour Force Survey. The annual local area LFS dataset includes surveys conducted between March and February of each year. As LFS estimates are based on statistical samples, they are subject to sampling variability. This means that if another sample for the same period were drawn, a different estimate might be produced. In general, the larger the number of people in the sample, the smaller the variation between estimates. Estimates for Ceredigion are therefore less reliable than those for larger areas such as regions. When the sample size is considered too small to produce reliable estimates, the estimates are replaced with a # in tables.

The concepts and definitions used in the LFS are agreed by the International Labour Organization (ILO), an agency of the United Nations. As a household survey, the figures relate to where people live.

**Economically active:** People aged 16 and over who are either in employment or unemployed.

**Economic activity rate (working age):** The number of people, who are economically active aged 16 to 59/64, expressed as a percentage of all working age people.

**In employment:** People aged 16 or over who did some paid work in the reference week (whether as an employee or self employed); those who had a job that they were temporarily away from (on holiday, for example); those on Government supported training and employment programmes; and those doing unpaid family work.

**Employment rate (working age):** The number of people in employment aged 16 to 59/64 expressed as a percentage of all working age people.

**Employees and self employed:** The division between employees and self employed is based on survey respondents' own assessment of their employment status. The percentage show the number in each category as a percentage of all working age people.

**Unemployment:** Refers to people without a job who were available to start work in the two weeks following their LFS interview and who had either looked for work in the four weeks prior to interview or were waiting to start a job they had already obtained.

**Unemployment rate (working age):** The number of unemployed people aged 16 to 59/64 expressed as a percentage of the economically active population aged 16 to 59/64

## Economically inactive

Percentages are based on working age population

	Ceredigion (numbers)	Ceredigion (%)	Wales (%)	GB (%)
<b>All people</b>				
Economically inactive	13,000	27.1	25.8	21.8
Wanting a job	3,000	5.5	6.1	5.7
Not wanting a job	10,000	21.6	19.6	16.1
<b>Males</b>				
Economically inactive	6,000	25.9	21.4	16.6
Wanting a job	1,000	5.5	5.2	4.7
Not wanting a job	5,000	20.4	16.2	11.9
<b>Females</b>				
Economically inactive	7,000	28.4	30.4	27.2
Wanting a job	1,000	5.5	7.1	6.7
Not wanting a job	5,000	22.9	23.3	20.5

Crown Copyright Source: local area labour force survey (Mar 2003-Feb 2004)

**Economically inactive:** People who are neither in employment nor unemployed. This group includes, for example, all those who were looking after a home or retired.

**Wanting a job:** People not in employment who want a job but are not classed as unemployed because they have either not sought work in the last four weeks or are not available to start work.

**Not wanting a job:** People who are neither in employment nor unemployed and who do not want a job.

**TABLE TO SHOW ECONOMIC ACTIVITY LEVELS OF MALES OF WORKING AGE IN CEREDIGION FOR THE YEARS 2001, 2002, 2003.**

Year	Total Working Age	Economic Activity Level	Employment Level	Unemployment Level	Economic Inactivity Level (excluding students)	Economic Inactivity Level	Employment Rate	Unemployment Rate	Economic Inactivity Rate (excluding students)	Economic Activity Rate
<b>2001</b>	24,000	18,000	17,000	1,000	3,000	6,000	68.7	6.3	15.3	26.7
<b>2002</b>	24,000	18,000	17,000	1,000	3,000	6,000	69.1	6.1	16.8	26.4
<b>2003</b>	25,000	18,000	17,000	2,000	3,000	6,000	67.7	8.6	16.3	25.9

**TABLE TO SHOW ECONOMIC ACTIVITY LEVELS OF FEMALES OF WORKING AGE IN CEREDIGION FOR THE YEARS 2001, 2002, 2003**

Year	Total Working Age	Economic Activity Level	Employment Level	Unemployment Level	Economic Inactivity Level (excluding students)	Economic Inactivity Level	Employment Rate	Unemployment Rate	Economic Inactivity Rate (excluding students)	Economic Activity Rate
<b>2001</b>	22,000	14,000	14,000	*	5,000	8,000	60.3	*	25.7	35.7
<b>2002</b>	23,000	15,000	14,000	*	5,000	8,000	61.0	*	26.9	36.1
<b>2003</b>	23,000	17,000	16,000	*	4,000	7,000	68.3	*	22.3	28.4

\*=Figures suppressed as statistically unreliable (sample number below 6,000)

Sourced from boosted survey carried out in 2001-2003 – Stats Wales website: <http://www.statswales.wales.gov.uk>

## Employment by occupation

Percentages are based on all persons in employment.

	Ceredigion (numbers)	Ceredigion (%)	Wales (%)	GB (%)
Soc 2000 major group 1-3	13,000	37.1	36.1	40.5
1 Managers and senior officials	5,000	14.3	12.1	14.6
2 Professional occupations	4,000	12.8	10.9	12.1
3 Associate professional & technical	3,000	10.1	13.1	13.8
Soc 2000 major group 4-5	9,000	27.7	25.3	24.4
4 Administrative & secretarial	3,000	10.1	12.2	13.0
5 Skilled trades occupations	6,000	17.6	13.0	11.4
Soc 2000 major group 6-7	5,000	15.2	16.2	15.5
6 Personal service occupations	3,000	9.2	7.9	7.5
7 Sales and customer service occs	2,000	6.0	8.3	8.0
Soc 2000 major group 8-9	7,000	19.9	22.3	19.6
8 Process plant & machine operatives	2,000	5.9	9.7	7.7
9 Elementary occupations	5,000	14.0	12.6	11.8

Crown Copyright Source: local area labour force survey (Mar 2003-Feb 2004)

## Qualifications

All figures are for working age. For an explanation of the qualification levels see the definitions section.

	Ceredigion (numbers)	Ceredigion (%)	Wales (%)	GB (%)
NVQ4 and above	12,000	24.8	22.5	25.2
NVQ3 and above	24,000	49.1	40.2	43.1
NVQ2 and above	33,000	69.1	60.3	61.5
NVQ1 and above	39,000	80.7	74.2	76.0
Other Qualifications	3,000	6.3	8.0	8.8
No Qualifications	6,000	13.0	17.8	15.1

Crown Copyright Source: local area labour force survey (Mar 2003-Feb 2004)

### Qualifications

**No qualifications:** No formal qualifications held

**Other qualifications:** includes foreign qualifications and some professional qualifications

**NVQ 1 equivalent:** e.g. fewer than 5 GCSEs at grades A-C, foundation GNVQ, NVQ 1, intermediate 1 national qualification (Scotland) or equivalent

**NVQ 2 equivalent:** e.g. 5 or more GCSEs at grades A-C, intermediate GNVQ, NVQ 2, intermediate 2 national qualification (Scotland) or equivalent

**NVQ 3 equivalent:** e.g. 2 or more A levels, advanced GNVQ, NVQ 3, 2 or more higher or advanced higher national qualifications (Scotland) or equivalent

**NVQ 4 equivalent and above:** e.g. HND, Degree and Higher Degree level qualifications or equivalent

### Earnings by residence

Average earnings in pounds for employees living in the area.

	Ceredigion (pounds)	Wales (pounds)	GB (pounds)
<b>Gross weekly pay</b>			
Full-time workers	#	416.0	475.8
Male full-time workers	#	449.8	525.0
Female full-time workers	#	358.4	396.0
<b>Hourly pay</b>			
Full-time workers	#	10.5	12.0
Male full-time workers	#	10.9	12.8
Female full-time workers	#	9.6	10.6

Crown Copyright Source: New Earnings Survey : residence based statistics by SOC 2000 occupation (2003)

#### # Sample size too small for reliable estimate **Earnings by residence**

The figures show the average earnings in pounds for employees living in the area who are on adults rates of pay and whose pay was not affected by absence. Figures for earnings come from the New Earnings Survey (NES). The NES is based on a 1 per cent sample of employees, information on whose earnings and hours is obtained from employers. The survey does not cover self-employed. In 2003 information related to the pay period which included 9 April.

The earnings information collected relates to gross pay before tax, national insurance or other deductions, and excludes payments in kind. It is restricted to earnings relating to the survey pay period and so excludes payments of arrears from another period made during the survey period; any payments due as a result of a pay settlement but not yet paid at the time of the survey will also be excluded.

NES estimates from Nomis may differ slightly from those produced directly by ONS (eg published volumes) due to different geographic bases. In this respect estimates produced by ONS will be given definitive status by National Statistics.

## Working-age benefits

The Jobseeker's Allowance (JSA) is payable to people under pensionable age who are available for, and actively seeking, work of at least 40 hours a week.

### Total JSA claimants

The percentage figures show the number of JSA claimants as a proportion of resident working-age people.

	Ceredigion (numbers)	Ceredigion (%)	Wales (%)	GB (%)
All people	689	1.4	2.2	2.2
Males	496	2.0	3.2	3.1
Females	193	0.8	1.1	1.2

Crown Copyright Source: claimant count with rates and proportions (December 2004)

JSA claimant count records the number of people claiming Jobseekers Allowance (JSA) and National Insurance credits at Jobcentre Plus local offices. People claiming JSA must declare that they are out of work, capable of, available for and actively seeking work during the week in which the claim is made.

The percentage figures express the number of claimants resident in an area as a percentage of the working age population resident in that area. Working age is defined as 16-64 for males and 16-59 for females. The working age population figures used to calculate claimant count proportions are derived from the mid-2002 population estimates.

The count of total JSA claimants is mostly derived from the Jobcentre Plus computer records. For various reasons, e.g. when a claimant's National Insurance number is not known, a few claims have to be dealt with manually by local offices. These clerical claims, which amount to less than 1 per cent of the total, are counted separately and not analysed in as much detail as the computerised claims. The count of total JSA claimants includes clerical claims, but only the computerised claims are analysed by age and duration.

### JSA claimants by age and duration

The percentage figures represent the number of JSA claimants in a particular category as a percentage of all JSA claimants.

	Ceredigion (numbers)	Ceredigion (%)	Wales (%)	GB (%)
<b>by age of claimant</b>				
Aged 18-24	215	31.9	32.8	27.8
Aged 25-49	310	45.6	49.7	54.0
Aged 50 and over	145	21.5	16.4	16.9
<b>by duration of claim</b>				
Up to 6 months	550	81.4	73.0	69.0
Over 6 up to 12 months	65	9.7	13.1	15.8
Over 12 months	60	8.8	13.9	15.2

Crown Copyright Source: claimant count - age and duration (December 2004)

## Labour demand

### Jobs density

The density figures represent the ratio of total jobs to working-age population.

	Ceredigion (jobs)	Ceredigion (density)	Wales (density)	GB (density)
Jobs Density	33,000	0.7	0.7	0.8

Crown Copyright Source: jobs density (2002)

The numbers of jobs per resident of working age (16-59/64). For example, a job density of 1.0 would mean that there is one job for every resident of working age. The total number of jobs is a workplace-based measure and comprises employees, self-employed, government-supported trainees and HM Forces. The number of working age residents figures used to calculate jobs densities are based on the mid-2001 population estimates

## Employee jobs

Percentages are based on total employee jobs.

	Ceredigion (employee jobs)	Ceredigion (%)	Wales (%)	GB (%)
Total employee jobs	23,177	-	-	-
Full-time	13,406	57.8	66.2	68.1
Part-time	9,771	42.2	33.8	31.9
Manufacturing	1,231	5.3	16.1	12.6
Construction	782	3.4	4.2	4.4
Services	20,899	90.2	77.9	81.4
Distribution, hotels & restaurants	6,263	27.0	23.5	24.7
Transport & communications	815	3.5	4.6	6.0
Finance, IT, other business activities	2,187	9.4	11.9	19.8
Public admin, education & health	10,129	43.7	32.8	25.8
Other services	1,505	6.5	5.0	5.2
Tourism-related	2,893	12.5	8.1	8.1

Crown Copyright Source: annual business inquiry employee analysis (2003)

### Employee jobs

The number of jobs held by employees. The information comes from the Annual Business Inquiry (ABI) - an employer survey conducted in December of each year. The survey samples around 78,000 businesses. The ABI records a job at the location of an employee's workplace (rather than at the location of the business's main office).

**Full-time and part-time:** In the ABI, part-time employees are those working for 30 or fewer hours per week.

**Tourism-related** includes the following sectors:

- 551 Hotels
- 552 Camping sites etc
- 553 Restaurants
- 554 Bars
- 633 Activities of travel agencies etc
- 925 Library, archives, museums etc
- 926 Sporting activities
- 927 Other recreational activities

## VAT registered businesses

Percentages are based on stock (at end of year).

	Ceredigion (numbers)	Ceredigion (%)	Wales (%)	GB (%)
Registrations	210	5.6	8.7	10.6
Deregistrations	270	7.3	8.8	9.7
Stock (at end of year)	3,720	-	-	-

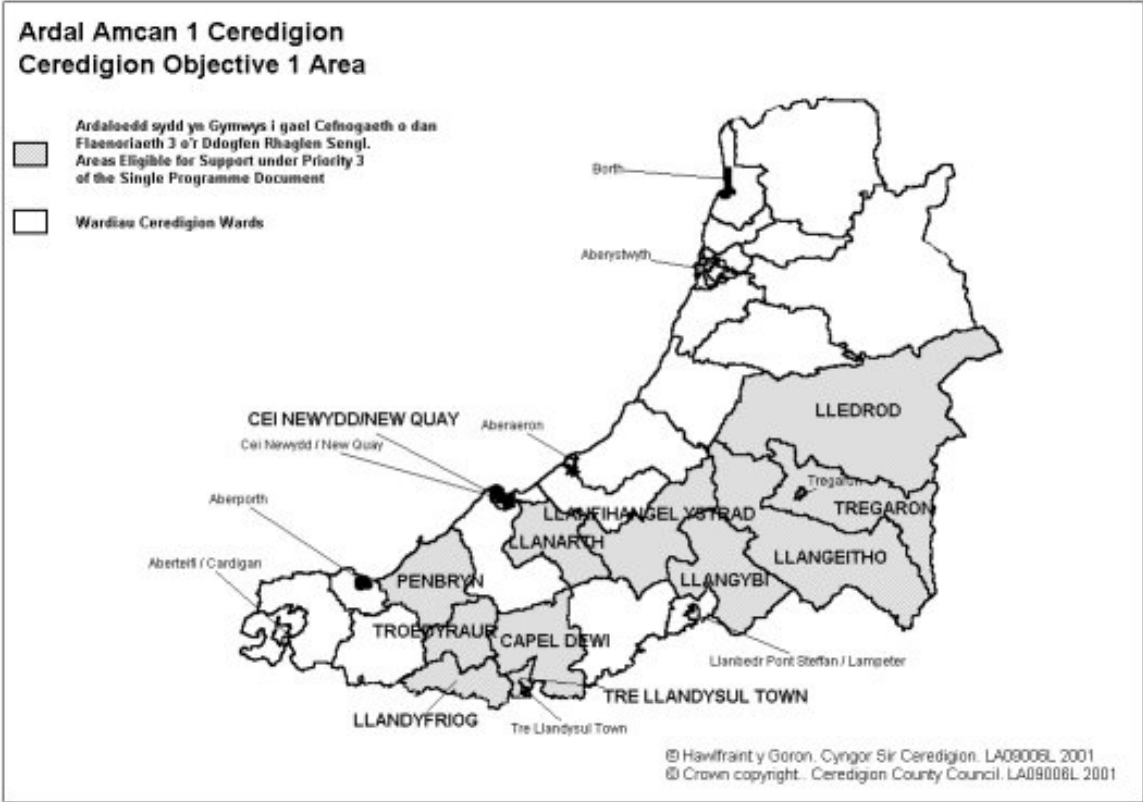
Crown Copyright Source: vat registrations/deregistrations by industry (2003)

VAT registrations and de-registrations are the best official guide to the pattern of business start-ups and closures. They are an indicator of the level of entrepreneurship and of the health of the business population. As such they are used widely in regional and local economic planning.

The source of these figures is the Inter-Departmental Business Register (IDBR) which contains records of all businesses registered for VAT. Coverage of the statistics is complete in all parts of the economy except a few VAT exempt sectors and the very smallest one person businesses operating below the threshold for VAT registration (at the end of 2002, the VAT threshold was an annual turnover of 55,000).

**Annex 5**

Map of Priority 3 Spatially Targeted Area



**Annex 6**

Terms of Reference